LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 8-3024 – Ad Title '75 INTRO – Req. No. 97147 – B&W – 8½ x 11 – Vending – 75 (B)
Printed in U.S.A.

Nearly two out of every three additional cigarette sales you made last year were Philip Morris brands.

Here's the Score for '74:

Gains In Domestic Cigarette Consumption Over 1973

Total Industry	**+17.45** billion
Philip Morris USA	**+ 11.32** billion
Rest of Industry	**+ 6.13** billion

Growth like this means extra sales and profits for every vendor who keeps pace with Philip Morris brands. Be sure to ask your Philip Morris man about the VIP program. VIP will help you keep abreast of your fast changing industry.

The Profit Makers come from
Philip Morris USA

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Source: https://www.industrydocuments.ucsf.edu/docs/txhx0001
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